@tokitaffy

i just find it so funny how much almost everyone hates randy but somehow i love him to the point where he takes up my entire bedroom

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Collectors

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As soon as you enter Norah's bedroom, you feel watched: wherever you look, you're met with hundreds of wide, black-pupiled pairs of eyes that line her walls, shelves and every other little corner of space filled with *South Park* merch. Norah, of course, is used to this view. On our zoom call, she hovers over each section of her room with the camerawork of a real estate showman, pausing over her multiple tabletop shrines, wall hangings and bedside plushies. For 3 years now, she's amassed a room-engulfing stash of memorabilia of her favourite character on *South Park*, who she calls her genderfluid husband, Randy Marsh.

Norah came to *South Park* in early-2022 and bought her first Marsh plushie in the middle of her first binge of the series. By Autumn, she was steeped in #sptwt (South Park Twitter), and began posting regularly about Marsh and her lesbian headcanon for him. She started illustrating fanart of him and her as a couple, with enough soft colours and blush marks to make the show's slapdash animation style look cute. As Norah's stash grew, she kept her followers—fellow *South Park* fans—updated. Then, her tweets escaped her circle.

In late-2022, Norah's photos of her bedroom found their way outside her #sptwt followship and racked up thousands of likes from

Left: The view of Norah's room from her door, feat. a table holding a shrine of framed photos and figurines, one of her body pillows, and a lesbian flag. **Top-right:** Another one of Norah's mini-shrines, a table feat. prayer candles and a figurine of Marsh in Miku drag. **Bottom-right:** Norah's bed, with Randy Marsh plush-ies and giant letters spelling out "Randy Marsh" at the top.

outside-fandom onlookers. On Twitter, TikTok and Reddit, her posts and their screenshotted iterations on meme accounts immediately garnered fascination, atop ableist insults and questions about her mental health. Soon, *Cracked* published an interview, writing, "Norah swears that her Randy fixation is totally healthy, an assertion she says her psychiatrist backs up." Later, *Daily Mail* claimed she'd spent thousands on the "shrine."

Though a good chunk of her collection is made up of basic branded plushies, Norah's items aren't bought haphazardly. She's personally minted a lot of her decor, like her multiple framed couple's self-portraits and acrylic figurines. Other handmade Marsh-centred treasures are commissioned from Etsy or made by Twitter oomfs. While staring at the room from a distance is a visual bombardment of a million cloned Marshs, looking up close shows a kaleidoscope of one man.

And, to be honest? I understand where she sees the lesbianism. His wife's everlasting pixie

cut is suspicious, his erotic encounters with his fellow neighbourhood dads moreso, and as Norah tells me, he's had a few canon stints in drag ("I am Lorde, ya-ya-yah"). Where Marsh may be trapped in the straight echo chamber of suburban married life, he is liberated in Norah's collection.

How do you bond with other *South Park* stans over Randy? It's hard to, 'cause not a lot of people like him. I have this little group chat where we talk about Randy, but there's not a lot of people in it and it's pretty dead. Have you witnessed the fandom recently?

No, I've been tapped out. Nobody likes Randy. They're like, 'I hate Randy and his stupid farm.' It's hard trying to find fan art. I'm like, 'oh my gosh guys, new Randy episode!' and my entire Twitter timeline is like, 'I need him dead. I need him to get hit by a freight train.'

So who do they like? They miss when the main four boys had the spotlight. Kenny's non-existent at this point. Stan and Kyle barely talk.

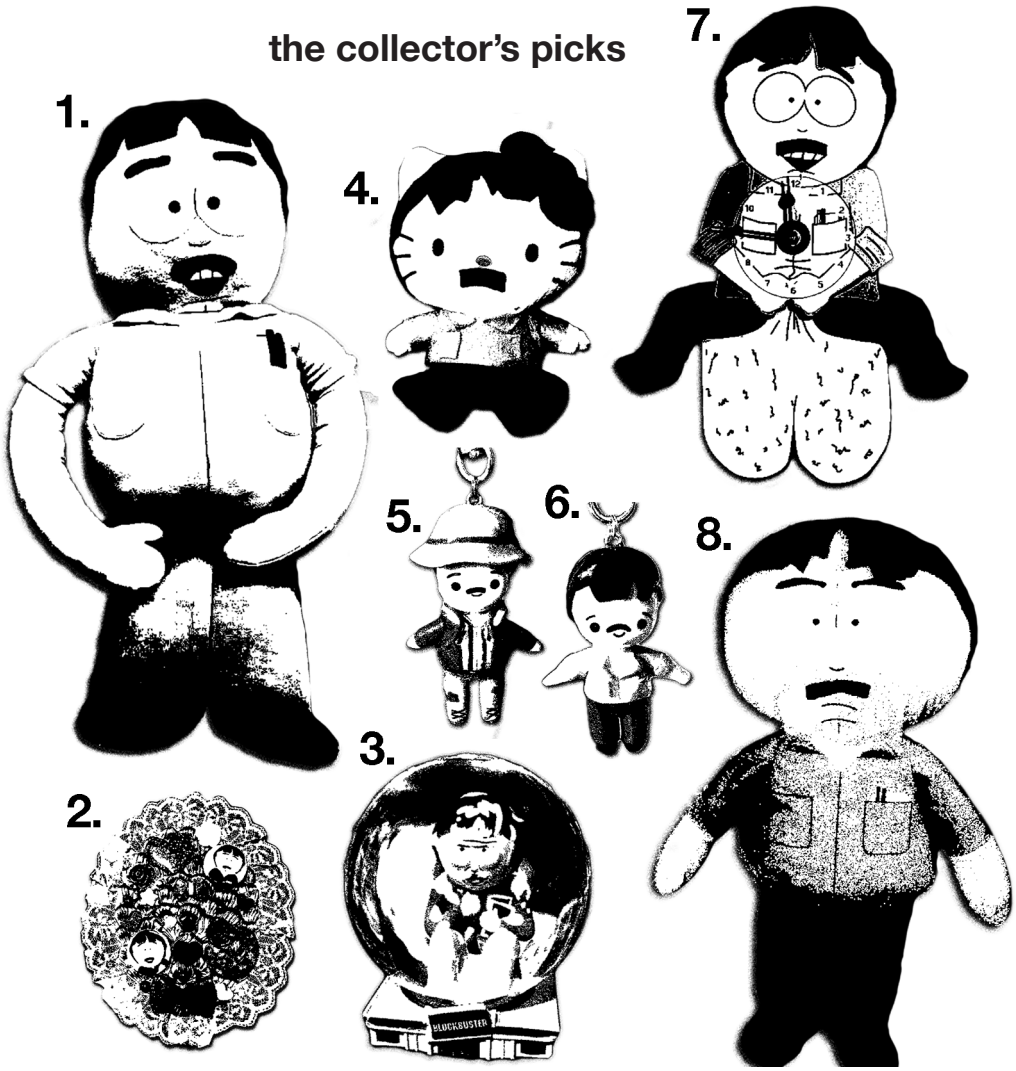
Your fan art is very cute in a way that I don't naturally associate with the show. How do you extract that beauty? I think the show just has a really cute art style. I don't know how to describe it, but it's just really easy to make cute.

How do you see the genderfluid lesbian in Randy? It's honestly just a projection. I know people like to say he's bi, like that's the popular headcanon, but I'm like, 'This is my Randy. I'm going to do whatever I want to with my Randy.' He's definitely very queer. He's cross-dressing [a lot].

When did the collection start? January 22, 2022.

Did you think that your bedroom would look like this now when you bought your first piece of merch? No. It was just, like, I had just started watching the show and Randy popped up. I was like, 'aw, he's cute.' I was searching for *South Park* merch and then I saw the Randy plush. I was like, 'no fucking way they got plushies of that guy.' It was like, $50, and it was one of

the collector's picks



1. 5ft Randy plush, made by @ fungusry on Twitter

2. Randy hand mirror, made by @simonajulieta on Tiktok

3. Randy snowglobe, from Outofstocktoys on Etsy

4. Custom Hello Kitty Randy, made by @leobaz00ka on Twitter

5. Clay figurine of Tegridy Randy, made by @artizxy on Twitter

6. Clay figurine of classic Randy, made by @artizxy on Twitter

7. Randy swinging ball clock by @DonnyTheNuts on Reddit. "I posted my shrine on Reddit and he messages me. He's like, 'Hey, it's the clock guy. You want a clock?"

8. Custom talking Randy plush, made by @leobaz00ka on Twitter

the little guys.

I got screwed because when I first got into the fandom, the prices for *South Park* stuff on eBay and everything were really messed up for some reason. Somebody overpriced it, so then everybody else overpriced. So this Randy, I had to get him in a bundle with some other Randys. It was like $400, but now you can get it for like $100 or less.

What's usually the first impression of your room? Usually they've seen it. I've never had somebody come into my room who's never seen it before. When I leave for a long time and come back into my room, I'm like, 'oh shit.'

What words do you use to describe it? I use a lot of different things. Whatever's funny to me at the moment. What was I calling it? Oh yeah, Marsh Museum.

What was the press like? I'm curious about that 2023 *Cracked* interview, in which the author spent the first couple paragraphs convincing readers you were mentally sane. He was a nice guy. I think the news article that made me mad was the *Daily Mail*'s. They were like, 'she spent *this much*.' I didn't even tell [them] how much I spent. They said the room was worth $6,000.

How much recognition have you gotten for the room? I know the *South Park* TikTok liked [my TikTok]. Comedy Central has commented on my TikTok. They said, 'get you a man with some 'tegridy.'

How many things are in your collection? Oh, Jesus. I was counting but I stopped.

Triple digits? Yeah, definitely.

Is there anything that you want to add to your collection soon? I know that there's supposed to be a talking Randy plush coming out soon. If they cancelled it, it wouldn't surprise me.

The Collectors

is a zine about things and their keepers. It is created by Jay Ashdown, a journalist and wannabe collector. Reach out on insta @collectors.zine

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Collector: Norah [@tokitaffy]
Collection: Marsh Museum

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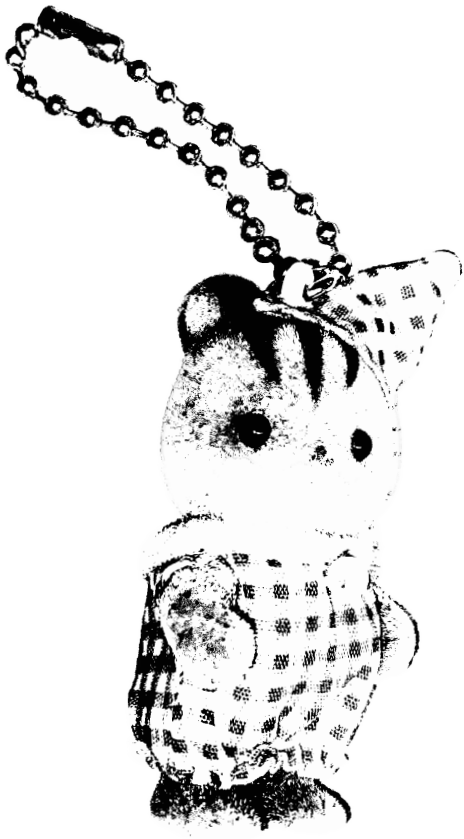

Calico Critters Bedtime Walnut Squirrel Baby Key Chain
Gifted to me December 2024

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